

CALIFORNIA ARTS COUNCIL
Report to the Governor
NOVEMBER 2003

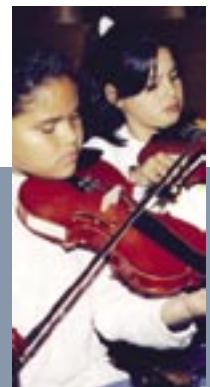


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History & Mission

The California Arts Council was established in January 1976 to encourage artistic awareness, participation and expression and to advance California through the arts and creativity. The California Arts Council's mission is to support arts, culture and creativity for the benefit of the citizens of California. The agency's historical role has been to award peer panel reviewed grants based on excellence and equity across discipline categories. All grants awarded require a match, thus leveraging state funds.

The primary objectives of the CAC are in alignment with four of the announced priorities of the Schwarzenegger Administration:

- ❖ **Benefit children** – including education and job preparation;
- ❖ **Create jobs;**
- ❖ **Enhance revenue to the state** as the result of increased economic activity; and
- ❖ **Provide equal opportunities for *all of the people*.**

BENEFIT TO CHILDREN: Virtually all of the agency's grant programs have an educational or other direct benefit to children. Over 60% of all grants have a direct educational outreach program supported by the agency. Children with arts education opportunities do better than those without on virtually every marker available, including academic performance and achievement (*see page 6 and 16-17*). CAC grantees provide a substantial portion of all educational arts experience opportunities for students in the state, including curriculum-based course work, performance / exhibition access, hands-on music, dance, theatre and media arts tutorials, and after-school arts programs. Arts Council support is critical to developing tolerance and appreciation for the state's growing diverse multicultural communities.

JOB CREATION: The \$16.75 billion annual nonprofit arts economic engine accounts for 400,000 direct and indirect jobs for Californians. More artists live and work in California than any state in the nation. The Arts play an increasing role in both attracting a superior workforce to California for the benefit of the state's business enterprises, and in retaining corporations and businesses in the state. There is a direct link between the nonprofit arts sector and the entertainment, high-tech, and graphic arts industries (California is the global capitol of this sector). The Arts play a major role in attracting the Creative Class of the workforce to the state, and this sector is increasingly recognized as the key to future economic growth. (*See Impact on page 15.*)



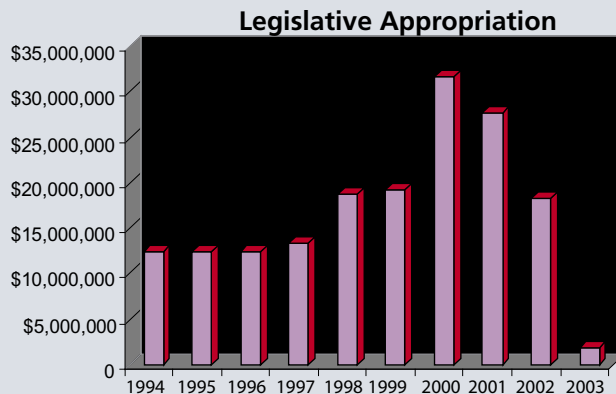
REVENUE ENHANCEMENT: Gross revenue to the state in the form of sales and income taxes from the nonprofit arts sector topped \$830 million in FY 2002 / 2003. (*See Impact on page 14.*)

EQUITY: There is a disparity in support for, and access to the arts within the state's growing multicultural communities, particularly in urban centers and rural areas. The CAC had been making substantial efforts and progress to ensure that *all* of the state's citizenry benefit from the arts.

imagination, skill, talent, expression, cultural heritage . . .

Legislative Appropriation to the California Arts Council 1994-2003

As reported by the National Assembly of State Arts Agencies, California's 2003-04 Legislative Appropriation drops the California Arts Council to 48th in per capita support. The agency's high point was in 2000-01 when it was ranked 24th. It should be noted that when considering the added sources of support to the agency—federal, and private—the CAC's 2003-04 ranking drops to 50th at \$0.09 per capita. The national average is \$1.15



Grant Programs

Through grant awards to artists, nonprofit arts organizations, and local governments, the California Arts Council furthers its legislative mandates and the mission of the agency. Grant awards help to support artistic programming, strengthen internal management, assist in the employment of professional staff and artists, and provide access to the arts for all Californians. Grant programs are designed to extend the state's resources to as many groups and individuals as possible in order to reach the rich diversity of California's communities. Grantees reported audiences totaling more than 27 million in their 2002 final reports; this figure includes more than 6 million youth participants. **Due to a 94 percent reduction to the agency's 2003-04 budget, all grant programs have been placed on hiatus. The following provides highlights of the agency's past grantsmaking efforts and the impact of current cuts.**

GRANT PROGRAM 3-YEAR FUNDING HISTORY

Year	# of Grants	Total Awarded
2000-01	1,721	\$29,009,057
2001-02	1,590	\$23,480,420
2002-03	1,310	\$16,151,612

ARTS IN EDUCATION PROGRAM

Since its inception, the California Arts Council has been committed to arts in education. In 2002 the Council dramatically expanded its Arts in Education programs (AIE), assuming a leadership role statewide by bringing the greatest number of artists and community arts resources in the history of the Arts Council into partnership with public schools. Funded by a \$10 million increase to the agency's budget, the Council's goal, like that of its partners, the California Department of Education, the California Alliance for Arts Education, the California Arts Project and the California PTA, was to establish arts education in all schools, for all students, everyday.

Thus, the 2002 Arts In Education Initiative added the **Demonstration Projects** program, the **Exemplary Arts** program, and the **Arts Partnerships for Education** program to the existing **Local Arts Education Partnership** program, the **Artists in Schools** program, and the educational outreach programs conducted by all CAC grantee organizations. Together these five initiatives multiplied arts education offerings in schools in every region of the state, reaching nearly 900,000 students helping to prepare the next generation for the demands of the future, and supporting California in its effort to remain the global center of creativity and innovation. **Overall, all CAC grantees reported service to more than six million young people.**



Demonstration Projects were established to evaluate *how* art makes a difference—both for individual students and for individual schools. Each project was a partnership between an arts organization and an educational institution. **In 2002, 21 projects were funded impacting more than 300,000 young people.**

Example of the Loss to California Due to Cuts

Through their award-winning social outreach program, *The Red Ladder Theatre Company*, San Jose Repertory Theater, with CAC support, used theater arts to teach at-risk students through a variety of learning styles.

- ❖ Third grade reading scores at Horace Mann Elementary School rose from the 18th percentile to the 35th percentile, thanks to *Red Ladder*, in concert with a comprehensive reading and language program.
- ❖ Horace Mann's Academic Performance Index (API) jumped 44 points, a full 31 points above its targeted increase.

ARTS IN EDUCATION 3-YEAR FUNDING HISTORY

Year	# of Grants	Total Awarded
2000-01	274	\$9,773,984
2001-02	300	\$7,000,072
2002-03	172	\$6,394,328

Exemplary Arts Education Program was an opportunity for existing grantees with successful, on-going school programs to expand, broaden, or diversify their programming. These grants provided “value-added” by strengthening organizational capacity in arts education. **In 2002, 161 projects were funded impacting nearly 300,000 young people.**

Example of the Loss to California Due to Cuts

For the past 13 years, AXIS Dance Company's DanceAccess/Kids had been filling an otherwise unmet need by providing dance education for children with and without disabilities.

- ❖ As a result of CAC funding, more than 150 children with disabilities had the opportunity to participate in on-going dance classes.

The Arts Partnerships for Education Program supported projects that established linkages between the business, education, and arts communities. The projects incorporated extensive arts programming in low performing schools and in communities of need to improve the learning environment and the school culture. **In 2002, 9 projects were funded impacting more than 7,000 young people.**

Example of the Loss to California Due to Cuts

Los Angeles County's Fairgrove Academy, a K-8 school of 890 students, integrated the arts into the curriculum raising attendance and test scores.

- ❖ API scores rose from 480 to 670 since implementing the arts and their attendance rate has remained stable at an incredible 98%.

Local Arts Education Partnership supported partnerships between local arts agencies and school districts, using local artists and arts organizations to provide curriculum-based arts programs in the schools. **In 2002, 16 projects were funded impacting more than 180,000 young people.**

Example of the Loss to California Due to Cuts

The Arts Council for San Bernardino County and the San Bernardino City Unified School District partnered for three years to develop an ongoing arts program in four urban middle schools. All four schools are designated Title I, Improvement Schools, and in two schools up to 17 percent of the students are identified as gang-affiliated.

- ❖ For ten weeks, 15 teams of artists and teachers instructed more than 450 students twice weekly in a standards-based arts program integrated with the school's Humanities curriculum.
- ❖ An additional 5,397 students participated in assemblies, performances, exhibitions, and family nights organized by the resident artists.

Artists in Schools provided funding for projects that emphasized long-term, in-depth interaction between professional artists and students through workshops, tutorials, and classes within schools. In 2002, 93 in-school residencies were funded impacting more than 150,000 students.

Example of the Loss to California Due to Cuts

The Armory Center for the Arts in Pasadena placed a full-time visual artist at Hamilton Elementary School in order to raise reading and math scores.

- ❖ API scores increased five points in reading.
- ❖ API scores increased six points in math.



KEY FINDINGS:

The following findings of individual projects were drawn from an external statewide evaluation conducted by WestEd of the **Arts Education Demonstration Projects** component.

- ❖ Art integration at a community day school (grades 9-12) for at-risk youth and juvenile offenders found students improved their language skills an average of one grade level and their math skills an average of two grade levels.
- ❖ Three-quarters (75%) of teachers indicated that 90 to 100 percent of their students were fully engaged in the lessons that integrated the arts.
- ❖ All teachers interviewed reported the arts contributed to a more positive school experience for their students and 56 percent of teachers reported their students were more excited to come to school on art days.
- ❖ Students participating in a storytelling project showed significant improvements in their listening comprehension scores.
- ❖ Two thirds (67%) of the students working with resident artists reported that arts instruction helped them become better writers and 56 percent reported it helped them become better readers.
- ❖ Significant increases were found in district writing scores among students who participated in playwriting workshops; scores for a similar group of students not participating in the project declined.
- ❖ Survey results indicated a 40 percent increase in students' ability to work together and participate in team activities. Students also scored higher than a comparison group of students in peer negotiation, leadership skills, and team working abilities.
- ❖ The average number of absences for Native American students participating in the project was significantly lower than a matched comparison group of students not in the project. Additionally, participating students were less likely to be absent the day the artist visited than any other day of the week.
- ❖ During dance lessons taught by the artists, 32 percent of students indicated they are better behaved than during other lessons.



ORGANIZATIONAL SUPPORT PROGRAM

The Organizational Support Program (OSP) has been the cornerstone of the agency's grantmaking activity. The program was designed to help stimulate development of organizations of all arts disciplines in the state and has been responsible for over 40% of the grants given by the agency. OSP incentives encourage community partnerships and arts services to underserved communities, reaching disadvantaged schools, shelters, mental health and park facilities, and senior centers. OSP support directly induces the creation and public enjoyment of new plays, poems, novels, paintings and more for national and international markets. **As reported in 2002, grant recipients provided direct service to more than 18 million individuals, including 4.4 million children.**

ORGANIZATIONAL SUPPORT 3-YEAR FUNDING HISTORY

Year	# of Grants	Total Awarded
2000-01	658	\$7,104,409
2001-02	651	\$6,997,548
2002-03	617	\$3,597,283

Example of the Loss to California Due to Cuts

The loss of CAC funding will impact Imagination Workshop's (IW) efforts through the Neuropsychiatric Institute at UCLA to enhance the lives of inpatients in facilities such as the Metropolitan State Hospital and the Accelerated School in South Central Los Angeles; impacting 240 adults and 30 youth.

STATE-LOCAL PARTNERSHIP PROGRAM

The State-Local Partnership Program (SLPP) has supported the growth and development of local arts councils and commissions. Through their development, the CAC promoted participation in the arts throughout the state and encouraged local public and private arts funding. SLPP participants have been designated by local government resolution to serve in partnership with the CAC. Partners have served as hubs for artistic and community development and cultural planning activities, acting in an advisory capacity to local government and community leaders.

In 2002, funding was provided to local arts agencies in 52 counties throughout California, impacting nearly 3 million individuals, including 600,000 young people. Currently, 22 of these agencies have been identified as being in fiscal crisis. Many are facing staff layoffs, program suspensions, and office closures. Rural counties have proven the most vulnerable, with an inequity emerging between rural communities, with limited local resources, and more urban areas that traditionally benefit from more broadly represented business, corporate, and foundation communities.

Example of the Loss to California Due to Cuts

The impact of the program on the local level is tremendous, especially in rural communities. One model State-Local Partner is the Humboldt Arts Council (HAC), serving a rural county with a population just under 128,000. With the support of a CAC grant, HAC launched the Carnegie Restoration Project, transforming Eureka's historic Carnegie Library building into a regional cultural center and art museum. This cultural center now routinely draws 1,400 people every Saturday night to a previously deserted downtown, generating thousands of dollars in income for local merchants. The loss of CAC funding will significantly impact the operation of the center.

MULTICULTURAL ENTRY PROGRAM

The Multicultural Entry Program (MCE) was designed to give small budget, and newer arts organizations first time access to CAC funding and technical assistance. Organizations must meet the criteria of artistic quality and demonstrate sound fiscal and managerial practices and relationship to its defined community. The MCE offered operational or project support to organizations and groups with a history of at least one year of artistic programming. MCE is a three-year grant. **In 2002, 155 grants were awarded impacting nearly 900,000 individuals, including 85,000 children.**

MULTICULTURAL/TRADITIONAL FOLK ARTS 3-YEAR FUNDING HISTORY

Year	# of Grants	Total Awarded
2000-01	245	\$2,667,080
2001-02	211	\$2,136,720
2002-03	223	\$1,793,419

Example of the Loss to California Due to Cuts

TeAda Productions in Los Angeles was formed in 1995 to develop and present interdisciplinary theatrical performance pieces for, by, and about people of color. As a result of MCE funding for additional staff, TeAda Productions increased its number of booking engagements by 25% and doubled the size of its operational budget from \$30,000 to \$60,000 in one year.

MULTICULTURAL ADVANCEMENT PROGRAM

The Multicultural Advancement (MCA) Program was an invitational opportunity for grantee organizations in the Organizational Support Program (OSP) to advance to their next level of administrative or artistic development. MCA offered three years of consecutive funding based on three year development plans. **In 2002, 29 organizations were funded impacting more than 500,000 individuals, including 46,000 children.**

Example of the Loss to California Due to Cuts

Berkeley's **La Peña Cultural Center** received funds to support board and individual donor development, strategies to increase support from private foundations and audience development/youth arts programming. The center's programming efforts address the cultural

traditions of South and Central America, as well as African American, Asian American, and Mexican/Chicano traditions and experiences.

- Individual donations increased 60% from \$25,000 to \$40,000.
- New foundation grants were received from the Irvine (\$200,000/3 years) and Hewlett (\$120,000/3 years) Foundations.
- Expanded programming included the *Hecho en Califas Festival*, featuring young Latino performing artists, (spoken word, music, theater, multidisciplinary) through collaborations with the Oakland Museum and Yerba Buena Center for the Arts (San Francisco, CA).

MULTICULTURAL NEXT GENERATION PROGRAM

The Next Generation (NG) Program, which began in 2000-01, supported multicultural groups/organizations with at least a two-year track record of programs and services supporting young artists (18-25 years old). The aim of this funding opportunity was to foster the next generation of artists and to make the arts central by making seamless the role of the artists to the health of the community. **In 2002, grants were awarded to 21 organizations.**

Example of the Loss to California Due to Cuts

East West Players of Los Angeles, a leader in creating engaging and empowering theatre that gives voice to the Asian Pacific Islander community, expanded two of its educational programs that provide professional training workshops and career development services to young multicultural artists. Funding supported tuition scholarships and salaries for project personnel.

TRADITIONAL FOLK ARTS PROGRAM

The Traditional Folk Arts (TFA) Program has supported culturally specific community and family-based arts passed-on through generations, carrying community aesthetics and demonstrating the highest degree of artistic excellence. The Traditional Folk Arts Program funded festivals, master-apprenticeships, and other projects. **In 2002, 27 grants were awarded impacting more than 120,000 individuals, including 7,000 children.**

Example of the Loss to California Due to Cuts

California Indian Storytelling Association (CISA) supports the preservation of California Indian oral folk traditions and educates all interested people about the diversity and richness of California Indian cultures. CISA plays a significant role in the teaching and passing of oral traditions from elders to the next generation of California Indian youth and hosts three regional storytelling festivals in Humboldt, Alameda, and Riverside Counties along with pre-festival outreach to local schools for a total audience of over 3,000. The loss of CAC funding will significantly impact the association's work.

ARTISTS IN RESIDENCE PROGRAM

The largest and most in-depth residency program in the nation, the Artists in Residence (AIR) Program provided funding for projects that emphasized long-term, in-depth interaction between professional artists and participants through workshops and classes sponsored by schools, nonprofit organizations, units of government, senior centers, hospitals, Boys & Girls Clubs, Youth Authority, and tribal governments. **In 2002, 184 residencies received support, impacting more than 460,000 individuals, including 28,000 young people.**

Example of the Loss to California Due to Cuts

Jill Holden (Los Angeles) conducted theatre workshops for children at Hollygrove, a residential treatment center for abused and neglected children. Hollygrove serves 68 children, aged 5 to 12. In addition to abuse and neglect, many have experienced a lack of education, as well as exposure to gang activity.

PERFORMING ARTS TOURING & PRESENTING PROGRAM

Performing Arts Touring and Presenting (PATP) supported some of California's exemplary performing artists/ensembles/companies in their engagements throughout the state. Community presenters have included festivals, local arts councils, non-profit music societies, fairs, libraries, city parks and recreation departments, museums, and colleges and universities. The program fosters the equitable distribution of professional performing arts between urban areas and very rural counties where access is extremely limited. Engagements supported by the CAC included a mandatory public performance, and often included K-12 services, free performances in parks and at community festivals, presentations to at-risk youth, visits to senior citizens' centers and the teaching of performing arts to high school master classes. **In 2002, 108 engagements received support impacting more than 500,000 individuals, including 335,000 young people.**

Example of the Loss to California Due to Cuts

Tahoe Arts Project (South Lake Tahoe, CA). CAC funding enabled the presenter to bring *Essence* (Japanese Koto and Shakuhachi ensemble, Dixon, Yolo County, CA) to 20 school assemblies at 12 schools throughout the area serving 8,000 students.

ARTISTS FELLOWSHIP PROGRAM

The Artists Fellowship (AF) Program supported the significant contributions made by California's artists. Fellowships have been awarded to exemplary California artists with at least 10 years of professional experience and who are the primary creators of their work. The Artists Fellowship Program rotated disciplines: Visual Arts; Performing Arts (music composition, choreography, playwriting); New Genre, Digital Arts, Media and Scriptwriting; and Literature (Poetry, Fiction, Creative Non-Fiction, Spoken Word) on an annual basis. **In 2002, 38 Fellowships were awarded.**

Example of the Loss to California Due to Cuts

Jessica Irish, Artist Fellowship recipient in Digital Arts directed a web site project with high school students, designers, community residents, artists, writers and an urban theorist to highlight two Los Angeles neighborhoods: South Central Los Angeles and Echo Park. Each participating student conducted interviews, research and provided design elements for "Turning from the Millennium: an Excavation of the Past, Present, and Future of Two Neighborhoods."

INFRASTRUCTURE SUPPORT INITIATIVE

The Infrastructure Initiative was established to build upon and strengthen existing statewide networks of multicultural arts organizations, discipline specific arts and/or arts service providers. The CAC provided support for the partnership between the agency and participating organizations to build a solid communication infrastructure designed to support increased information sharing, networking, collaborations, marketing, advocacy and the development of strategies for better serving the public. The agency's goal of providing leadership to all of California's citizens is served through a well-developed arts infrastructure.

Alliance for California Traditional Arts
Association of California Symphony Orchestras
California Alliance for Arts Education
California Asian/Pacific Islander Arts Network
California Assembly of Local Arts Agencies
California Association of Museums
California Black Arts Alliance

California Dance Network
California Indian Basketweavers Association
California Presenters, Inc.
Latino Arts Network
Neshkinukat: Native American Arts Network
Pilipino Artists Network
Poets & Writers, Inc. California Programs

IMPACT

The **Latino Arts Network** (LAN) serves a diverse constituency. The organization's primary constituents are California Latino artists and arts organizations. LAN serves this constituency through periodic convenings, informal gatherings and a bi-monthly *e-Newsletter*, which is distributed to a growing list of more than 700 subscribers.

The **California Association of Museums** (CAM) serves the needs of all of California's museums, regardless of size and discipline. The Association's membership includes more than 250 institutions. CAM's programs and services include workshops held at sites throughout the state which feature presentations by experts on a variety of topics, an annual conference held at the close of each fiscal year, an on-line presence which increases inter-museum networking and promotes museums to the general public, and a legislative advocacy network to keep members informed about state and federal legislation affecting museums.

DISABILITY PROGRAM

The California Arts Council is committed to increased access and representation at all levels, including the promotion of disability arts and services to the disability arts community. The Council believes in the artistic contributions of people with disabilities and how integral the disability arts are to the mosaic of its programs and to the state as a whole.

This commitment is evidenced by the development of the agency's first ever ADA plan to provide technical assistance to the arts community regarding disability issues. In creating the plan, the CAC surveyed over 1,700 grantees as to their accessibility plans and efforts to achieve more accessible programming. Technical assistance efforts addressing a broad spectrum of needs was then designed and delivered in partnership with the National Arts and Disability Center in Los Angeles.

Currently, the agency's work in this area has expanded with funding from Very Special Arts (VSA) and the National Endowment for the Arts. The CAC is one of five states awarded funding to host two forums on *Careers in the Arts for People with Disabilities*. The forums will take place, one in the north and one in the south, in December 2003.

The Council believes in the importance of collaborations and partnerships and through its advisory committee is in continued dialogue with the education community, social service organizations, the Department of Rehabilitation, the State Council for Developmental Disabilities, parents, artists and others and continues its partnership with the California Department of Education in providing discussion groups and forums on life-long learning opportunities for K-12 students with disabilities. We know that through the arts, mainstreaming students can be more effective.



2001 Energy Conservation Student Poster Contest Winner
Dance to the Light of the Moon
Kayla Blanchard, Age 7; Lidero Canyon Middle School
1st Place, Grade K-2

ARTS MARKETING INSTITUTE

The Arts Marketing Institute (AMI), a program of the California Arts Council, is funded by a three-year \$600,000 grant from the Lila Wallace Reader's Digest Fund. AMI aims to increase participation in the arts by providing technical assistance and marketing training to the field, by undertaking research and by helping arts organizations improve earned income thus increasing their self-sufficiency. The California Arts Council is one of 13 state arts agencies nationwide selected for Wallace's competitive State Arts Partnership grants and the only state using its grant to found an arts marketing institute comprised of CAC staff, a director and six Fellows with specialized expertise (demographics and research; marketing; electronic communication and distance learning; social change and advocacy; advocacy; needs of special populations; and cultural tourism). Fellows are located throughout the state with strong roots in their communities.

INTERNATIONAL EFFORTS

The Council's International Cultural Exchange initiative was designed to promote the development and growth of the international arts community in California. The Council is committed to the promotion of cross-cultural exchange and sustainable partnerships by and between California artists and organizations countries, and cultures that make up California's diverse populations. The Council's objective is to build on the state's strong cultural and historical ties abroad, to maintain our leadership in the region and to continue our strong economic gains and competitive edge in the state's leading industries of tourism, entertainment and high technology. Toward this goal, the CAC has accomplished the following:

Los Cenzontles Mexican Arts Center (LCMAC) was awarded a grant to produce *The Cuatro Maestros Touring Festival*. A two-week touring music and dance festival to 7 California cities (Sacramento, Fresno, Los Angeles, San Fernando, Monterey, San Jose, and Berkeley) by 4 celebrated elder master folk artists representing their respective Mexican and Mexican-American regional traditions accompanied by members of their groups as well as youth group Los Cenzontles (The Mockingbirds).

- To support the effort, LCMAC leveraged additional funding from the National Endowment of the Arts (NEA), Fund for Folk Culture, Cummings and Luire Foundations; and from corporate and earned income.
- Festival reached an audience of nearly 10,000.

Example of the Loss to California Due to Cuts Youth Orchestra of the Californias

A youth orchestra, made up of young musicians from California, and the Mexican states of Baja California Sur (BCS) and Baja California (BC), and scheduled to tour each of the three states in the summer of 2004 has been cancelled due to budget cuts. This was the latest project of the California Arts Council, in collaboration with the Commission of the Californias and the Instituto Sudcaliforniano de Cultura (Cultural Institute of Baja California Sur) and the Instituto de Cultura de Baja California (Cultural Institute of Baja California).

Impact of the Arts

creativity = economic vitality

ECONOMIC

ECONOMIC ENGINE / JOB CREATION

Investment in the Arts is good public policy and makes good business sense. Arts and Culture in California, as an industry, generates **\$16.75 billion** in annual economic activity (excluding the entertainment industry) - \$6.65 billion in spending by arts organizations (as employers and consumers), and an additional \$10.1 billion in event related spending by arts audiences.

- ❖ This industry supports **400,000** full-time equivalent jobs - (by comparison, more than legal and accounting, police and sheriffs' officers, and construction workers).
- ❖ This economic engine generates **\$830 million in state income** (in the form of fees, and income and sales taxes).
- ❖ There are an estimated 10,000 public benefit arts organizations in California.

Arts and culture contribute to the economic vitality of California.

- ❖ The Arts produce **jobs**. Significant employment is generated indirectly by businesses including everything from print shops to restaurants whose ultimate customers are arts organizations or their employees.
- ❖ The Arts encourage tourism and draw visitors. \$1 out of every \$4 spent by tourists is culture-related.
- ❖ The Arts contribute to the **revenue** of government at the local, state and federal level.
- ❖ The Arts attract industry and skilled workers.
- ❖ The Arts enhance **property values**.

Impact of the Arts (continued)

CREATIVITY DRAWS BUSINESS

“The bottom line is that cities need a people climate even more today than they need a business climate. This means supporting creativity across the board -- in all of its various facets and dimensions -- and building a community that is attractive to creative people, not just to high-tech companies. As former Seattle mayor Paul Schell once said, success lies in ‘creating a place where the creative experience can flourish.’ Instead of subsidizing companies, stadiums, and retail centers, communities need to be open to diversity and invest in the kinds of lifestyle options and amenities people really want. In fact you cannot be a thriving high-tech center if you don’t do this.” (The Rise of the Creative Class, Richard Florida, page 283)

DOWNTOWN REDEVELOPMENT

The arts and entertainment are one of the most effective ways to breathe new life into deteriorating areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. Through a plan to incorporate the arts as part of redevelopment, a project area can receive focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, and gain active participation and investment by citizens which would not otherwise occur.

IMPACT

In 1978, the Goldman Fund was left to the City of Merced in memory of Morris and Amelia Goldman. Held in trust for creation of multi-functional arts and cultural community center, the Goldman Fund came into play as an element of the City’s 1991 Downtown Strategy to revitalize the historic core of the community. In 1994, the City of Merced’s Redevelopment Agency and the Merced County Arts Council joined in partnership to renovate the once grand 28,000 square foot Montgomery Wards department store at 645 W. Main Street.

Since its completion in 1996 as a downtown redevelopment anchor, the Merced Multicultural Arts Center has been honored with an American Institute of Architecture award. The Merced County Arts Council’s re-energized programming, launched from their new home, received the League of California Cities’ 2001 “Helen Putnam Award for Excellence” Grand Prize for Arts and Quality of Life. This progressive relationship between the City of Merced and the Merced County Arts Council also led to Merced being chosen as one of only four California cities featured in the televised documentary “2001: Year of the Arts”, celebrating the 25th anniversary of the California Arts Council.

TOURISM

The Arts & Culture sector of the California tourism industry tops **\$17 billion**. One out of every 4 dollars spent on tourism is spent on a cultural event. It was recently reported by the Americans for the Arts in their study, *Arts & Economic Prosperity: The Economic Organizations and Their Audiences* that non-local visitors (arts audiences) spend an average of \$38 per night in addition to their accommodations in contrast to \$22 spent by local arts audiences.

POOL FOR INDUSTRY

In the entertainment industry and nonprofit arts world, artists and technicians move regularly back and forth from one sphere to the other. Artists play a role in the content development of the computer-based technologies of software and entertainment. This ecosystem provides the state with an edge in hosting future enterprises.

EDUCATION

COGNITIVE SKILLS

There is much evidence of enhanced learning and achievement when the arts are an integral part of students' in school and after school experience. (See *Arts in Education Program*, page 3.)

*...While learning in other disciplines may often focus on development of a single skill or talent, the arts regularly engage multiple skills and abilities. Engagement in the arts-whether the visual arts, dance, music, theatre or other disciplines-nurtures the development of cognitive, social, and personal competencies... (Executive Summary from **Champions of Change: The Impact of the Arts on Learning**, Arts Education Partnership.)*

*"...Drama shows consistent positive impacts ... research shows consistent positive associations between dramatic enactment and reading comprehension, oral story understanding, and written story understanding. Research on the youngest subjects, 5 year-olds, kindergartners and first-graders attends almost exclusively to story understanding. Having enacted a story (as opposed to having the story read to them in many designs), children are better able to retell the story, to recall more details, and to put the story's elements in the correct sequence. Studies of older children show impacts of drama on reading skills, persuasive writing ability, narrative writing skills, and children's self-conceptions as learners and readers." ("Research on Drama and Theater in Education" by Dr. James S. Catterall in **Critical Links**, Arts Education Partnership.)*



MARKERS

The College Board's "*2000 College-Bound Seniors: A Profile of SAT Program Test Takers, 1987-1998*" shows that students with four years of study in the arts scored higher on their SATs. In 1995, for example, SAT scores for students with an arts background were 59 points higher on the verbal and 44 points higher on the mathematics portion than for students with no course work in the arts.

SELF-ESTEEM

Involvement in the arts can assist in the development of productive learning relationships and can enable students to experience success on a regular basis. Students are able to demonstrate a high level of social awareness and acquire skills that create within each student an enthusiasm, articulation and confidence in everything they do. Through the arts the student's self-esteem is realized which helps the student with verbal communication, personal interactions with other disciplines and environments in and out of school. For many students the arts provide the first and only success in school they have ever had.

JOB PREPARATION SKILLS

The workforce is increasingly dependent on creative abilities such as: thinking out of the box, making connections and using old information in new ways. The arts also teach students how to apply other skills such as team-building, problem-solving, risk-taking, respect for the work of others, focus and discipline. Through the arts children learn the value of practicing, continuity of work and follow through – all of which are essential for job preparedness in the new global marketplace.

The arts provide students with an excellent opportunity to explore ideas about themselves and their world and the role that art and culture can play in fostering civic engagement, promoting intercultural dialogue and in developing active citizenship, both at a local and global level.

TOLERANCE

In California there is no majority. It is the most diverse place on the planet. Cultural diversity can increase understanding among peoples, making us whole and strong. Left unattended, it can be a dividing force creating suspicion and resentment. It is through the arts that we bridge these gaps and cross real and imaginary borders that keep us from reaching our highest potential. Promoting tolerance by building cultural bridges through the arts makes California stronger and wiser for its diversity, both internationally and at home.

OTHER COMMUNITY SUPPORT

YOUTH AT RISK

Youth arts programs are powerful crime prevention tools. They offer safe, engaging and constructive environments for young people who lack adult supervision during non-school hours, a time when they are most vulnerable to community violence and gang recruitment. An increasing number of communities are realizing that art programs for at-risk youth offer an effective and more affordable alternative to detention and police-centered crime prevention.

HEALING

The arts are also used to help families in stress, particularly children in homeless families. The arts can reduce tension, improve self-esteem and self-concept and improve the outlook of children by providing opportunities for them to hope and to play.

Visual art, music, dance, and drama therapy have become primary tools for physicians, teachers and counselors working with emotionally impacted people, particularly children. It is striking how the power of the creative process — intrinsic to the making of art — can affect how one feels about oneself. In testimony before the California Joint Committee on the Arts, an 83 year-old artist spoke about her experience with art. Eva Bartz had been confined to her bed in a Hillhaven nursing home when she had an interaction with an artist in residence. Through the power of art, Eva began to paint, become ambulatory, sold art and became a full time activities director at the very nursing home she was once confined.

New research is beginning to establish the value of the arts in treating dementia, Alzheimer disease and other afflictions of advanced aging.

This year the agency launched **The Face of the Arts** campaign, celebrating culture and community in California. The purpose of the campaign is to personalize the value and impact of the arts, culture, and creativity in communities across the state - not just artists, but those affected by the arts too.



CELEBRATE CULTURE & COMMUNITY IN CALIFORNIA

CAMPAIGN BEGINS ON ARTS DAY OCTOBER 3

CALIFORNIA ARTS COUNCIL

FOR THE SPOTLIGHT DURING THE FALL, GO TO WWW.CAC.CA/THINGS

Produced by W. Bruce Jones Photography

PHOTOGRAPHS

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Sacramento Ballet, Sacramento, CA; *G.S. Sachdev*, San Rafael, CA; *P.S. Arts*, Santa Monica, CA; *Alonzo King's LINES Ballet*, San Francisco, CA; *Western Opera Theater*, San Francisco, CA.

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Chitresh Das Dance Company, San Francisco, CA; *Prescott Clown Troupe*, Oakland, CA; *Dell'Arte Players Company*, Blue Lake, CA; *Lula Washington Dance Theatre*, Inglewood, CA; *P.S. Arts*, Santa Monica, CA.

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Malashock Dance & Company, San Diego, CA.

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P.S. Arts, Santa Monica, CA.

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P.S. Arts, Santa Monica, CA.

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Stagebridge, Oakland, CA.

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Performing Arts Workshop, San Francisco, CA.

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